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# EDU 515 - Digital Media Production

*"Teacher as a Reflective Decision Maker"*



## Course Description

Digital Media Production is a course for P-12 teachers in the pre-production, production and post-production of the following forms of digital media: Video, Audio, Television. All three forms of this media will be in the context of P-12 classroom technology integration into existing curriculum (Ohio Technology content standards). This course will be a 4-semester hour course, three in-class hours with one of the semester hours directly tied to Technology Facilitation clinical/field practice.

**\*\*\* Learning Disabilities:** *If you have a learning disability that requires accommodations, and have documentation of such a disability on file with the College, please bring it to my attention at the earliest possible convenience so that we may proceed accordingly.*

**Jim Harmon, Instructor**

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## Course Description

The class will be conducted with approximately 20% of the time in a web-based online environment. Approximately 25% will be devoted to Technology Facilitation clinical/field practice of course concepts in participants' home environment. The remainder of the course will be face-to-face classroom work and lab and/or face-to-face interactive video teleconferencing environment. This is done for the purpose of involving the students directly with the technology.

The student will:

- Combine technical skills with aesthetic conceptualization to produce curricular classroom materials and products for the visual media
- Combine technical skills with aesthetic conceptualization to produce curricular classroom materials and products for the audio media
- Identify and use input devices to operate, interact, and collaborate with multimedia resources
- Collaborate in a class video project utilizing all the roles necessary for production
- Investigate various forms of video content and methods of presentation
- Edit video and audio clips utilizing appropriate software
- Research educational video clips available online for use in projects (ie consider copyright and fair use)
- Employ design techniques taking into consideration the psychological impact and cultural connotations when designing video and audio formats
- Nourish the roots of creative expression and thoughtful study, as the foundation for meaningful, rather than merely technically proficient) work

**Relevant Standards:** Ohio Technology Content Standards – Video Component

### Grade One

- Identify and explore different forms of electronic communication (e.g., written documents in electronic form, e-mail, Web pages, video, multimedia).
- Find information in a technology-based resource (e.g., Web site, database, DVD, software program, video).

### Grade Two

- Identify and use input and output devices to operate and interact with computers and multimedia technology resources (e.g., scanner, digital camera, video camera).

### Grade Three

- Identify/recognize technology resources for communication, collaboration, presentation and illustration of thoughts and ideas (e.g., e-mail, graphic organizers, video cameras, handheld devices).

### Grade Four

- Use media and technology resources for presenting information (e.g., projectors, video

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## Assignments

### Video Catalog

- You will form groups of 2-3 for this assignment
- You must produce a short series of video vignettes
- You'll need to download and print a set of pre-created storyboards for this assignment
- Each group member should familiarize themselves with both sides of the camera (it must be *obvious* in your production that you've been on both sides of the camera)
- This production should feature an opening title scene and credits at the end
- This assignment should be exported to QuickTime file and turned in with a completed self-assessment on the rubric
- You may wish to export one copy of this to a computer based video file (MPEG) for your own capstone archives (eventually burned to CD)
- See the rubric for complete requirements and assessment

### Podcast

- Create a podcast or an enhanced podcast that engages a constituent in the educational process
- Parents, students, teachers, administrators, community members, etc...
- The podcast should be approximately 3-5 minutes and should be saved as an MP3 (or an AAC file if enhanced)
- It should be professional in content and production
- Add a soundtrack (intro) to the beginning and the end (outro) of the production
- Consider where you might add appropriate sound effects
- See the rubric for complete requirements and assessment
- Check out the Education Podcast Network for ideas and possibilities
- Submit on CD-R along with a completed self assessment on the rubric

### Major Video Production

#### •Treatment

- Write a one to one-and-a-half page description of an idea for your major video project, a production of approximately 3-5 minutes to be shot and edited during the term. The purpose of a proposal is usually to sell your idea to someone in order to obtain funding for the project. Therefore, you'll want to be convincing about why you think your concept is interesting and workable. Don't go into unnecessary detail about the script. It should be in essay form and should include the following information:
  - Your name and working title for the project
  - Estimated running time
  - Intended audience for the film
  - Description of the main concept and major characters
  - Brief outline of sequences in the film
  - A description of the importance of this video in an educational context
  - A description of the members of the group and how you will establish equity of tasks
- The proposal should be typed. Grammar and spelling will be considered in assessment.  
Suggestions: Consider all types of films you might make (e.g. documentary/reality, drama,

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## References/Supplies

### **Text:**

*None Required*

Articles and resources for lecture and discussions will be made available through the course Website (BlackBoard).

### **Digital Equipment:**

A limited number of Hi-8 Digital and Mini DV video cameras will be available for student use over the course of the semester. Students are strongly encouraged to use either their own MINI-DV digital camcorder or their school's. Cameras that record to DVD or a hard drive may not be suitable for this course. Cameras with an external jack for a microphone input are strongly encouraged. You may utilize software not covered in this class to create your video productions.

A USB 2.0 external hard drive is highly recommended for this course. These drives can be used on either the PC or Mac platforms and will provide students with a means to store/archive their class projects now and in future classes.

USB mass storage devices (jump/flash/thumb) are not recommended for editing because of the nature of video storage.

Hi-8 or Mini-DV 60 minute video tapes (2) / 2-3 CD-Rs / DVD-R (optional)



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# EDU 515 - Digital Media Production

## Assessment

***Please note that academic dishonesty is perceived as a serious matter by the instructor and will be investigated fully.***

Students will be assessed individually and in group settings using a variety of performance based instruments. Assignments will carry a point value appropriate to importance. These products will simulate real life activities in modern schools.

### Grading Scale:

A+	100 - 97%
A	96- 93%
A-	92 - 90%
B+	89 - 87%
B	86 - 83%
B-	82 - 80%
C	79 - 70%
D	69 - 60%

**Please note:** simply completing assignments does not guarantee an A in this course. All student work will be *critically* assessed against a rubric. It is the instructor's goal to ensure all students are able to learn and later teach much of the course material to their own students. Please be sure to consider and address *all* criteria listed on each rubric to be sure you are performing at the desired level. In some cases deductions are made to final assessments because students did not carefully read and follow assignment directions. It is assumed you are responsible for all audio and video content

## Assignments:

### Video Catalog

**150 pts**

*Includes: final production submitted in high quality QuickTime format on DVD*

### Podcast

**200 pts**

*Includes: finished production and script burned in MP3 format to a CD-R and script*

### Media Authoring Software Evaluation

**100 pts**

*Must perform written evaluation of one digital media authoring software title*

### Major Video Production

**30 pts**

*Includes: final production exported in high quality QuickTime format on DVD and electronic submission of proposal, treatment, final script and storyboard*

### Participation

**200 pts**

*Includes participating in all aspects of the class, including appearing on camera in group productions*

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# EDU 515 - Digital Media Production

## Attendance

### Attendance Policy:

Please inform the instructor by email in advance. Attendance is ***mandatory*** unless otherwise noted. If the absence is a result of serious illness or death in the family, please inform when/as soon as possible. Absences will negatively impact your final grade in this course, while missing more than 10% of class hours, by college policy, will result in an F. Tardies, if excessive, will count as an absence (3 tardies = 1 absence).

